

Super Audience Group: **Business / Commercial**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--------|--------------|---|--|---|--|
| ☒ ☒ | | Licensed Entities | nursing homes, day care providers, long term care facilities, EMTs, paramedics, ambulance companies and cities, laboratories | renew license, obtain new license, review requirements, | Facility Licensure, Medicaid Certification, EMS, Laboratory, DOPL links, |
| ☒ ☒ | | Contracted Entities | Medicaid contractors, potential and actual RFI and RFP responders, | review requirements, | Medicaid, any program issuing RFI and RFP |
| ☒ ☒ | | Inspections, Investigators & Investigated Entities | entities for received complaints, inspections of licensed entities | standards, complaints, inspection results and/or reports, | Licensure, Medicaid Certification, |
| ☒ ☒ | | Purchasing Entities | contractors, potential and actual RFI and RFP responders, | review contracts, review requirements, | Any program issuing contracts, RFIs or RFPs |

Super Audience Group: **Educators & Schools**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--------|--------------|------------------------------|--|---|--|
| ☒ ☒ | | Teachers | educators in all levels of education - pre-school to higher education, | health information, health data, | Heart Highway, Epidemiology, Gold Medal Schools, Health Data |
| ☒ ☒ | | Education Specialties | educators specialists - health teachers, school nurses, in all levels of education - pre-school to higher education, | health information, health data, | Heart Highway, Epidemiology, Gold Medal Schools, Health Data |
| ☒ ☒ | | Students | students at any level of education | health information, health data, | potentially all sites |
| ☒ ☒ | | School Administration | school administrations, boards, | health laws, epidemiology, health information, health data, | Heart Highway, Epidemiology, Gold Medal Schools, Health Data |

Super Audience Group: **Employees**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--------|--------------|------------------|--|---|--|
| ☒ ☒ | | Employees | UDOH and local health employees, state employees | Employee services, HR information, UDOH news, research data, training, finance, building, conference rooms, | news and main site, Healthy Utah, HR services, state retirement, |

Super Audience Group: **General Public**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--------|--------------|---|---|---|---|
| ☒ ☒ | | Family Record Keepers | birth and death certificates, | birth and death certificates, | |
| ☒ ☒ | | Buyers of Health Information and Materials | purchasers of program materials, | current materials, ease in ordering, cost effective prices, method to purchase online | All site which provide materials and health information |
| ☒ ☒ | | Report Completers | people and businesses which report to UDOH | ease of reporting, online access to reports, report formats, instructions, etc. | all site which accept or require reports |
| ☒ ☒ | | UDOH Form Completers | people who fill out any forms for UDOH, businesses to require forms | online form submission, | potentially all sites which use or require forms |
| ☒ ☒ | | Complaint Filers | people and businesses with public health complaints, | referrals to public health services, follow up after resolution of complaints | |
| ☒ ☒ | | Receivers of Updates | persons or businesses which receive updates from any UDOH program, | updated information, links for more details, | potentially all sites which update any information |

Super Audience Group: **Media**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--------|--------------|------------------|--|---|----------------------------|
| ☒ ☒ | | Reporters | newspaper, TV, radio, magazine and other media information | new releases, health information, health data, contacts | potentially all sites |

Super Audience Group: **Medical Providers**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--|--------------|-------------------------------------|---|--|---|
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | All Health Care Providers | all medical and health service providers | policies, verification of Medicaid participation, disease information, health information, health data | epidemiology, immunizations, |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Medicaid Providers | health care providers who serve Medicaid participants | patient verification, policies, reimbursement rates, status of payments, contacts | |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Allied Health Care Providers | EMTs, licensees, contracted Medicaid providers, physicians, physician offices, clinics, | medical information, disease information, health data, health information, | EMS, Licensing, USIIS, CHARM, Epidemiology, Laboratory, Health Data |

Super Audience Group: **Officials & Agencies**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--|--------------|-------------------------------|--|---|----------------------------|
| <input checked="" type="checkbox"/> <input type="checkbox"/> | | Legislators | legislators and legislative staff | information on issues, program details, health information, health data | |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Public Health Agencies | local, state, federal, international, volunteer, | information on issues, program details, health information, health data | |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Legal Professionals | any legal professional that has responsibilities related to UDOH services and programs | contact information, data, copies of informative documents, | potentially all sites |

Super Audience Group: **Researchers**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|--|--------------|--------------------|--|----------------------------------|----------------------------|
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Researchers | medical or public health researchers, population and community research efforts, federal researchers, UDOH Internal Review Board (IRB) | health information, health data, | |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | | Students | students at any level of education | health information, health data, | potentially all sites |

Super Audience Group: **Utah Public**

| Rank | Program Site | Audience Name | Audience Description | Audience Needs, Use, Wants | Program Or Sites Linked To |
|------|--|---|--|--|----------------------------|
| | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | Family Record Keepers | birth and death certificates, | birth and death certificates, | |
| | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | Potenial & Current Enrollees | potential enrollees, current enrollees, clients of our services, | enroll in our services, referrals to medical providers, referrals to public health services, service information | |
| | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | Utahns Needing Help | Utahans with public health needs, medical needs, emergencies, looking for prevention services, | referrals to public health services, | |
| | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> | Medically Needy | those needing medical services, those needing public health services, potential enrollees, | referrals to medical providers, referrals to public health services, enroll in our services, health information, service information | |